

WHAT IS CLAIMED IS:

1. A computer-implemented method of providing an event related game, the method comprising:
 - receiving event data associated with a media broadcast at a computer;
 - generating a printable game set, the printable game set including at least one game card and a set of trade tickets, the at least one game card including a list of game events associated with the media broadcast, each trade ticket of the set of trade tickets identifying a game event; and
 - providing the printable game set in an electronic format configured for printing by a user.
2. The computer-implemented method of claim 1, wherein the media broadcast is a sports event.
3. The computer-implemented method of claim 1, wherein the set of trade tickets includes two trade tickets each indicating a win event for a different team.
4. The computer-implemented method of claim 1, further comprising inserting an advertisement in the printable game set.
5. The computer-implemented method of claim 1, further comprising inserting an advertisement on the at least one game card.
6. The computer-implemented method of claim 1, further comprising retrieving an advertisement from an advertiser system.
7. The computer-implemented method of claim 1, further comprising acquiring user information from the user.
8. The computer-implemented method of claim 7, wherein the user information includes user location information.

9. The computer-implemented method of claim 7, wherein the printable game set is generated using the user information.

10. The computer-implemented method of claim 1, further comprising associating a unique number with the printable game set.

11. The computer-implemented method of claim 10, wherein the unique number is associated with a lottery.

12. The computer-implemented method of claim 1, further comprising inserting a coupon in the printable game set.

13. A computer-implemented method of providing interactive entertainment associated with a broadcast sports game, the method comprising:
receiving event data associated with the broadcast sports game at a computer;
generating a game set, the game set including a plurality of game cards and a plurality of trade tickets, each game card of the plurality of game cards listing a unique set of game events associated with the broadcast sports game, each trade ticket of the plurality of trade tickets including a unique game event, at least one of the plurality of trade tickets including a game win event associated with a team associated with the broadcast sports game; and
providing the game set in an electronic format configurable for printing by a user.

14. The computer-implemented method of claim 13, wherein the broadcast sports game includes a football game.

15. The computer-implemented method of claim 13, further comprising acquiring information associated with the user.

16. The computer-implemented method of claim 15, wherein the information associated with the user included location information.

17. The computer-implemented method of claim 13, further comprising inserting an advertisement in the game set.
18. The computer-implemented method of claim 13, further comprising inserting an advertisement on each of the plurality of game cards.
19. The computer-implemented method of claim 13, further comprising associating a unique number with the game set.
20. A method of providing interactive entertainment associated with a media event, the method comprising:
 - accessing a game set provided in a printable electronic format, the game set including a plurality of game cards and a set of trade tickets, each game card of the plurality of game cards including a distinct list of game events, each trade ticket of the set of trade tickets identifying a game event;
 - printing the game set; and
 - distributing one game card of the plurality of game cards and a subset of trade tickets of the set of trade tickets to one of a plurality of players.
21. The method of claim 20, wherein a player of the plurality of players marks a game card in response to the occurrence of game events included in the distinct list of game events.
22. The method of claim 20, further comprising scoring each game card of the plurality of game cards upon completion of the media event.
23. The method of claim 22, further comprising distributing a prize to a player in response to scoring each game card.
24. The method of claim 20, wherein a player exchanges a trade ticket with a second player in response to the occurrence of a game event listed on the trade ticket.

25. The method of claim 20, further comprising distributing a prize to a player holding a trade ticket indicating a game winning event upon completion of the media event.
26. The method of claim 20, further comprising displaying the media event.